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Crush (beverage)

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"Orange Crush" redirects here. For other uses, see Orange Crush (disambiguation).

Crush is a carbonated soft drink brand, originally marketed as an orange soda. Crush competed with Coca-Cola's Fanta. It was invented by California beverage and extract chemist **Neil C. Ward**. Most flavors of Crush are caffeine-free.

Crush	
Type	Soft drink
Manufacturer	Dr Pepper Snapple Group
Country of origin	United States
Introduced	1916
Related products	Fanta, Nehi, Orange Slice, Sunkist

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A bottle of Crush strawberry soda

History [edit]

In 1911, Clayton J. Howel, president and founder of the Orange Crush Company, partnered with Neil C. Ward and incorporated the company. Ward made the recipe for Orange Crush. Howel was not new to the soft drink business, having earlier introduced Howel's Orange Julep. Soft drinks of the time often carried the surname of the inventor along with the product name. Howel sold the rights to use his name in conjunction with his first brand; therefore, Ward was given the honors: Crush was first premiered as **Ward's Orange Crush**.[1] Originally, Orange Crush included orange pulp in the bottles, giving it a "fresh squeezed" illusion even though the pulp was added rather than remaining from squeezed oranges. Pulp has not been in the bottles for decades.

Crush was purchased by Procter & Gamble in 1980 (with the exception of the Canadian rights, which were purchased in 1984). Procter & Gamble only manufactured "bottler's base," which was a concentrate consisting of flavor and color. 1 milliliter of bottler's base was combined with syrup and carbonated water to create a 12 ounce bottle of Crush. In 1989, Cadbury Schweppes acquired Crush USA from Procter & Gamble Co. Cadbury Schweppes spun off its United States beverage business as Dr Pepper Snapple Group in 2008.

Logo for Ward's Orange Crush, c. 1921

The Crush brand and trademark are currently owned by Dr Pepper Snapple Group of Plano, Texas. Crush is also popular in Canada, where it is distributed by subsidiary Canada Dry Motts. It is distributed by various Pepsi bottlers, the biggest being the Pepsi Bottling Group Canada.

A 20 oz bottle of Pineapple Crush

Other countries where Crush is sold are Argentina, Colombia, Chile, Guatemala, Lebanon, Mexico, Panama, Peru, Syria, Uruguay and at one time Nicaragua, Costa Rica, Ecuador and Bolivia. In some countries of Latin America the Crush brand is distributed by The Coca-Cola Company, using the same colors and bottles as Fanta.

Several flavors (Orange, Diet Orange, Grape, Strawberry, Cherry) are available at most stores throughout North America; however, others are distributed only within small markets. Pineapple Crush and Birch Beer Crush, for instance, are relatively easy to obtain in both can and single serving bottle in the Canadian province of Newfoundland and Labrador and in Fort McMurray, Alberta. This will soon change, as the Pepsi Bottling Group has recently announced they would begin distributing Crush in a majority of their territory in the United States,[2] followed less than a month later by PepsiAmericas' announcement that they would follow suit in most of their territory.[3] The changeover

in distribution became official in late January and early February 2009, with the Pepsi bottlers taking over the Crush rights in those areas and the bottling rights to Hawaiian Punch (which the Pepsi bottlers in those areas had handled prior to 2009) going to the bottlers of Dr Pepper and 7 Up.

Flavors [edit]

- Crush Apple
- Crush Berry Blast
- Crush Berry Pomegranate[4]
- Crush Birch Beer (Newfoundland, and expat Newfoundlander communities in Canada, also available at some Sobeys grocery chains across Canada)
- Crush Blue Raspberry
- Crush Bubblegum (Slush (beverage) only)
- Crush Cherry[5] (2009–)
- Crush Chocolate
- Crush Cola (Kuwait, 1970s–1990s)
- Crush Cream Soda (Canada only); sold clear in Quebec, Newfoundland and Labrador and pink in the rest of Canada
- Crush Frozen Orange Dream
- Crush Tropical Punch[5]
- Crush Fruity Red[6]
- Crush Ginger Beer
- Crush Grapefruit
- Crush Grape
- Crush Lemon[7]
- Crush Lemon-Lime[5]
- Crush Lime[5]
- Crush Nectar
- Crush Orange[5]
- Crush Peach[5]
- Crush Peach Sour[6]
- Crush Pear
- Crush Pineapple[5]
- Crush Pink Grapefruit[6]
- Crush Red Cream
- Crush Red Licorice[6]
- Crush Root Beer
- Crush Sarsi
- Crush Soda Water (Kuwait, 1970s–1990s)
- Crush Sour Apple (briefly offered in 2005)
- Crush Strawberries 'n' Cream
- Crush Strawberry[5]
- Crush Strawberry Lemonade
- Crush Wild Cherry Cola[7]
- Crush Watermelon
- Diet Crush Cream Soda
- Diet Crush Grape
- Diet Crush Lime
- Diet Orange Crush[5]

See also [edit]

Drink portal

References [edit]

1. ^ "All about Crush" at Official Crush website
2. ^ Collier, Joe Guy (August 21, 2008), "Pepsi Bottling Group to distribute Crush in U.S." , *The Atlanta Journal-Constitution*, retrieved May 27, 2010
3. ^ "PepsiAmericas Signs Agreement With Dr Pepper Snapple Group To Further Boost Crush Brand Distribution" (Press release). PepsiAmericas. 18 September 2008. Archived from the original on February 3, 2009. Retrieved May 27, 2010.

4. ^ Kosher Beverage List at Chicago Rabbinical Council
5. ^ a b c d e f g h i Official site
6. ^ a b c d Star-K Online Recommended Soft Drink List , July 2010
7. ^ a b All Crush sodas (and where to get them) at Facebook

External links [edit]

- Official site
- Dr Pepper Snapple Group's Crush page

v· t· e·	Dr Pepper Snapple brands
Soda	7 Up · A&W Cream Soda · A&W Root Beer · Barrelhead Root Beer · Cactus Cooler · Canada Dry · Canfield's Diet Chocolate Fudge · **Crush** · Dr Pepper · Floats · Gini · Hawaiian Punch · Hires Root Beer · IBC Root Beer · Orangina · RC Cola (Diet Rite · Nehi) · Ricqlès · Schweppes · Squirt · Stewart's Fountain Classics · Sun Drop · Sunkist · Sussex Golden · Venom Energy · Vernors · Wink ·
Juices, teas, and others	Clamato · Country Time · Dejà Blue · Hawaiian Punch · Mott's · Nantucket Nectars · Peñafiel · Raging Cow · ReaLemon · Snapple · Welch's · Yoo-hoo ·
Beverage mixers	Rose's ·

v· t· e·	Citrus soda
Citrus soda lines	Amrat · A-Treat · Big Ben's · Blue Sky · Brisa · Club · Cresta · **Crush** · Fanta · Faygo · Foxon Park · Fresca · Hank's · Jarritos · Jones Soda · Kas · Lift · Lilt · Mirinda · Nehi · Nesbitt's · Pschitt · Ramune · San Pellegrino · Schin · Schweppes · Shasta · Slice · Suso · Tango · Vess ·
Citrus sodas	50/50 · Citra · dnL · Heee Haw · Irn-Bru · Kick · Kickapoo Joy Juice · La Casera · Mello Yello · Mountain Breeze · Mountain Dew · MDX · Mountain Holler · Mountain Lightning · Orangina · Rondo · Ski · Sun Drop · Surge · Urge · Vault · Limca · Duke's Lemonade · Generic citrus sodas ·
Lemon-lime sodas	7 Up · Banta · Bitter lemon · Bubble Up · Chilsung Cider · Dr. Enuf · Fruktsoda · Green River · Kelluke · Lemonette · Citra · Quwat Jabal · Sierra Mist · Slice · Solo · Sprite · Storm · Teem · Upper 10 ·
Orange sodas	Aranciata · Bluna · Dad's Orange Cream Soda · Fitz's · Gold Spot · Green Spot · Kinnie · Krest · Laranjada · Oasis · **Orange Crush** · Orangette · Pakola · Royal Tru · Sisi · Slice · Solo · Sprecher Brewery · Sun Crest · Sunkist · Zingo ·
Grapefruit sodas	Citrus Blast · Fresca · Jarritos · Pelmosoda · Squirt · Ting · Wink ·
Tangerine sodas	Jarritos · Tanora ·

v· t· e·	Grape soda
	A-Treat · Boylan Bottling Company · Fanta · Faygo · **Grape Crush** · Grapette · Grapico · Nehi · NuGrape · Shasta · Stewart's Fountain Classics · Sunkist · Welch's ·

v· t· e·	Cream soda
	A-Treat · A&W Vanilla Cream Soda · A.G. Barr · Barq's · Big Red · Big Shot · **Crush** · Dad's Cream Soda · Dog n Suds Cream Soda · Dr. Brown's · Fanta · Faygo · Fitz's · Foxon Park · Frostie Blue Cream Soda · Frostop Creme Brulee · Hank's Vanilla Creme · Henry Weinhard's · IBC · Jones Soda · Mug Cream Soda · Pakola · The Pop Shoppe · Red Flash · Schweppes · Shasta · Sioux City · Sparletta · Sprecher Brewery · Stewart's · ToniCol · Triple XXX · Vess · White Rock ·

Categories: Citrus sodas | Dr Pepper Snapple Group brands | Grape sodas | Orange sodas | Strawberry sodas | Cherry sodas | Cream sodas | Lime sodas | Apple sodas | Pineapple sodas | 1916 introductions

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